



TENNESSEE DEPARTMENT OF

**EDUCATION**  
FIRST TO THE TOP

## Entrepreneurship

<b>Primary Career Cluster:</b>	Marketing
<b>Consultant:</b>	Joy Smith, (615) 532-6248, <a href="mailto:Joy.Smith@tn.gov">Joy.Smith@tn.gov</a>
<b>Course Code(s):</b>	5934
<b>Course Substitution:</b>	Completion of one credit of a core course in the Marketing career cluster satisfies the Economics requirement for graduation if the teacher is Highly Qualified to teach Economics (3431).
<b>Recommended Prerequisite(s):</b>	One Marketing credit in a core course*
<b>Credit:</b>	½ - 3*
<b>Grade Level:</b>	11-12
<b>Aligned Student Organization(s):</b>	DECA: <a href="http://www.decatn.org">www.decatn.org</a> FBLA: <a href="http://www.fblatn.org">www.fblatn.org</a> Sarah Williams, (615) 532-2829, <a href="mailto:Sarah.G.Williams@tn.gov">Sarah.G.Williams@tn.gov</a>
<b>Teacher Resources:</b>	<a href="http://www.tn.gov/education/cte/Marketing.shtml">http://www.tn.gov/education/cte/Marketing.shtml</a>

### Course Description

The course includes enhanced marketing information as it relates to entrepreneurial activities. Subject matter includes introductory entrepreneurial concepts, business plan development, management responsibilities, and legal and ethical issues of business ownership.

Entrepreneurship is also available to twelfth-grade students who have completed at least one year of related study in another Career and Technical Education area, and have an interest in owning their own business.

\*Standards to be completed for ½ credit are identified with one (1) asterisk.

\*\*Additional standards to be completed for 1 credit are identified with two asterisks.

\*\*\*A paid, credit-generating work-based learning component is recommended for advanced students for up to two (2) additional credits. This standard is identified by three asterisks.

Core courses are indicated as *Marketing and Management I – Principles* and *Retail Operations*.

## Course Standards

### Standard 1.0

**The student will analyze entrepreneurial trends and opportunities.**

**The student will:**

- 1.1 Analyze sources for entrepreneurial opportunities.
- 1.2 Examine current trends that provide both domestic and global opportunities for entrepreneurs (Social Studies).
- 1.3 Compare and contrast starting a new business versus buying an existing business.
- 1.4 Investigate advantages and disadvantages of various forms of ownership (social studies).

#### **Sample Performance Tasks**

- Use the International Trade Statistics Yearbook of the United States to research and locate the best global markets for a product.

### Standard 2.0

**The student will demonstrate an understanding of economic concepts in a global economy.**

**The student will:**

- 2.1 Differentiate between the types of economic systems including the interrelationship of business, government and individuals (Social Studies).
- 2.2 Assess economic concepts globally.
- 2.3 Analyze the circular flow of economics.
- 2.4 Examine economic indicators and business cycles.
- 2.5 Demonstrate knowledge of international trade.
- 2.6 Evaluate the relationship of cost/profit to supply and demand.
- 2.7 Evaluate the effects of monetary and fiscal policies on economic decisions (math).
- 2.8 Apply the relationship of values/beliefs to economic goals.

#### **Sample Performance Tasks**

- Choose a country and compare its economy to that of the United States.

### Standard 3.0

**The student will analyze the components of a business plan.**

**The student will:**

- 3.1 Analyze various sources of information for a business plan.
- 3.2 Review and critique business plans for effectiveness.
- 3.3 Identify sources of start-up capital.



### **Sample Performance Tasks**

- Prepare questions to ask guest speakers from SBA (Small Business Administration) or SCORE (Service Corps of Retired Executives) that are relevant to the development of a business plan.

### **Standard 4.0**

**The student will formulate a marketing plan.**

**The student will:**

- 4.1 Evaluate the components of a marketing plan.
- 4.2 Identify and analyze a target market.
- 4.3 Analyze the competition for a proposed business.

### **Sample Performance Tasks**

- Conduct a marketing research project which would include a market and customer analysis.

### **Standard 5.0**

**The student will select a site and design a layout for a business.**

**The student will:**

- 5.1 Analyze the factors considered in the selection of a business location.
- 5.2 Analyze the components used to design a physical layout for a business.
- 5.3 Research local, state, and federal environmental regulations.

### **Sample Performance Tasks**

- Evaluate site leases and site purchase agreements. Compare the cost of leasing with the cost of purchasing a business site.

### **Standard 6.0**

**The student will evaluate the purchasing process.**

**The student will:**

- 6.1 Determine the types of equipment and supplies needed to open and operate a business.
- 6.2 Analyze the inventory needed to open and operate a business.

### **Sample Performance Tasks**

- Analyze cost versus quality of supplies and equipment.

### **Standard 7.0**

**The student will evaluate the management function.**



**The student will:**

- 7.1 Examine the functions of management.
- 7.2 Evaluate management styles of entrepreneurs.
- 7.3 Utilize computer's operating system to manage and perform work responsibilities.
- 7.4 Evaluate safety training plans from various industries.

**Sample Performance Tasks**

- Using technology, create an organizational chart for a specific business.

**Standard 8.0**

**The student will evaluate plans for financial management of a business.**

**The student will:**

- 8.1 Examine types of records and procedures necessary for daily operations.
- 8.2 Identify and assess financial management tools used to determine profitability.
- 8.3 Categorize costs of operation.
- 8.4 Demonstrate knowledge of data based applications and spreadsheet applications.

**Sample Performance Tasks**

- Contact local lending institutions for requirements for business loans.

**Standard 9.0**

**The student will examine the legal and ethical issues relevant to business ownership.**

**The student will:**

- 9.1 Analyze legal requirements necessary for business ownership.
- 9.2 Examine the importance of ethical business decisions.
- 9.3 Demonstrate knowledge of legal issues associated with information management.

**Sample Performance Tasks**

- Utilizing the Internet, compile a list of legal resources for the small business ownership.

**Standard 10.0**

**The student will develop a business plan.**

**The student will:**

- 10.1 Create a business plan.
- 10.2 Write an executive summary.
- 10.3 Prepare a presentation for the business plan.

**Sample Performance Tasks**

- Present the plan.



### **Standard 11.0**

**The student will demonstrate organizational and leadership skills.**

**The student will:**

- 11.1 Demonstrate knowledge of DECA.
- 11.2 Utilize critical thinking in decision-making situations.
- 11.3 Identify and develop personal characteristics needed in leadership situations.

### **Sample Performance Tasks**

- Join and participate in DECA.
- Make a passing score on an oral or written evaluation on DECA and leadership.
- Compete in regional, state, and national DECA competitive events.
- Run for state or national DECA officer.
- Participate in group projects.
- Organize a DECA project.

### **Standard 12.0**

**The student will understand the importance of academic integration in the area of entrepreneurship.**

**The student will:**

#### **Language and Fine Arts**

- 12.1 Utilize proper grammar and writing skills through business interactions.
- 12.2 Utilize effective verbal communication skills.
- 12.3 Utilize the principles of art in preparing visual presentations.

#### **Mathematics**

- 12.4 Utilize math formulas in business calculations.
- 12.5 Assess how mathematical/accounting principles are utilized in entrepreneurship.
- 12.6 Examine components of a financial plan.
- 12.7 Utilize graphs to illustrate quantitative data.

#### **Science**

- 12.8 Evaluate environmental laws related to business.

#### **Social Studies**

- 12.9 Assess economic principles that influence entrepreneurship.
- 12.10 Analyze vital statistics of a population (demographic, geographic, and psychographic)
- 12.11 Examine government regulations imposed on business.
- 12.12 Analyze entrepreneurship from a historical perspective.

### **Sample Performance Tasks**

- Prepare written and oral reports.



- Complete mathematical calculations necessary to a business plan.
- Analyze the demographic characteristics of a population.

### **Standard 13.0**

**The student will review and analyze safety guidelines and regulations as related to Entrepreneurship.**

**The student will:**

- 13.1 Complete a general safety test with 100% accuracy as related to Entrepreneurship.

### **Standard 14.0**

**The student will demonstrate Entrepreneurship principles in a work-based learning experience.**

**The student will:**

- 14.1 Apply principles of entrepreneurship to a work-based situation.
- 14.2 Integrate time management principles in organizing the student's schedule, including school, work, social, and other activities.
- 14.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 14.4 Employ the principles of safety to the work-based experience.

### **Sample Performance Tasks**

- Compose and maintain a journal that includes general work site experiences, time management planning and evaluation of ethical behavior.
- Create training manual for a new employee outlining the safety considerations for the job.
- Keep a report of wages and hours on the job.

## **Suggested Resources**

*Entrepreneurship: Ideas in Action*; Southwestern  
*Entrepreneurship and Small Business Management*; Glencoe  
*Marketing Essentials*; Glencoe  
*Marketing Principles and Practices*; Glencoe  
*Entrepreneurship: Starting Your Own Business*; Southwestern  
*Marketing Foundations and Functions*; Southwestern  
 MBA Research – Marketing Resource Center  
 MBA Research LAPs  
 SCANS  
 SCORE  
 National Marketing Education Standards  
 Chamber of Commerce  
 Area Chamber Partnerships  
 Small Business Administration  
 Secondary Social Studies Framework  
 Business and Industry Professionals and Consultants  
 Trade Catalogs



Trade Publications  
Professional Trade Associations  
Internet  
Local Suppliers  
National Alliance of Business  
Employment Agencies  
Local Businesses  
American Marketing Association  
Department of Labor  
Banks  
Government Agencies  
National DECA  
DECA Guide  
Career and Technical Advisory Committees

